

A Study on Supply Chain Management in Neycer India Limited Company at Vadalur

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Abstract:

The project report deals with the research topic “A Study on Supply Chain Management in Neycer India Limited Company at Vadalur”. The main purpose of this research is supply chain management managing the entire management of material and information flow in a supply chain is a network of facilities and distribution options function of procurement of material transformation in the industry.

The objectives of the study the technique that are used to attract new customers and to give offers and new product design development and transportation ,logistics and customer services in industry. Since the research is limited time and resources. The data collected from the sample size 125 through convenient random sampling method and analysed with the help of different statistical tools called SPSS chi square test, kruskal Wallis test, one way Anova are used in the report.

The major finding of the study maximum 95% of respondents are buyer and supplier relationship in the company. The suggestions to industry may search for alternative raw materials for their production process and understanding customer needs and satisfaction .Computer tool useful for supply chain management. The SCM the logistics network consist of supplier’s manufactures warehouses, distribution c manufacturing centres and retail outlets and customers as well as raw material work in process and finished products Supply Chain, Supply chain activities latest technology in transportation distribution and finished products.

Keywords: Supply chain management, Supply chain management practices, Supply chain management performance, Manufacturing firms

Introduction

Supply chain management is that the management of the flow of products and services and includes all processes that transform raw materials into final products. It involves the active streamlining of a business’s supply-side activities customer value and gain a competitive advantage within the marketplace. In today’s competitive environment there’s an increased interest in logistics and provide SCM practices since performance isn’t only determined by actions and decision, but also the improvements on return on investment and greater profitability. Albeit and logistics and provide supply chain management is taken under consideration into account an operations management strategy within the hotel and other service industries, they’re going to use these strategies to help assist add value to their properties. Supply Chain Management are often defined because the management of flow of products and services, which begins from the origin of products and ends at the product’s consumption. It also comprises movement and storage of raw materials that are involved in add progress, inventory and fully furnished goods.

Objectives

- To study on the techniques that are want to attract new customers.
- To improve performance in relationship with customers and suppliers and kinds of system want to support supply chain management.
- To study the corporate transportation logistics and distribution and customer service.
- To give offer suggestions to reinforce the organization create/ involve within the new product design development to company.

Descriptive Research Method

Descriptive the study may be a fact-finding investigation with adequate interpretation. It's more specific than an exploratory study, because it has locus on particular aspects or dimensions of the problem matter studied. It's designed to gather descriptive information and provides information for formulating more sophisticated studies. Data are collected by using one or more appropriate methods: observation, personal interview, and questionnaire.

Research Design

Research design is that the specification of the tactic and procedure for acquiring the knowledge needed to unravel the matter. A search design is an plan that specifies the objectives of the study, a way method to be adopted in data collection, tools in data analysis to be framed "A research design is a appointment of condition for collection and analysis of data during a manner that aim to relevance combine relevance to the research purpose with economy in procedure" In this study, descriptive research is used. Descriptive is administered out for aim of collecting descriptive information.

Sampling Plan

Sampling Unit: Neycer Company Employee

Sampling Method: Convenience Sampling Method

Sampling Size: 125 Employee

Sampling Area: Neycer Company

Population: 302 employees

Sampling Design

Sampling maybe defined as "the selection of some a part of an aggregate or totality on the idea of which

judgments or inference about the mixture or totality is formed. It's the tactics of obtaining information about a few whole populations by examining only a neighborhood area of it". The sampling design which consists of three types like

- Sampling design.
- Observational design.
- Statistical design

Observational Design

Observational research may be a sort of correlation research in which a researcher observes ongoing behavior. It's a social research technique that involves the direct observation of phenomena in their natural setting.

Survey Questionnaire Method

The survey questionnaire may be a sort of data gathering method that is utilized to gather, analyze and interpret the various views of a gaggle of individual's people from a specific particular population. The survey questionnaire has been utilized in several fields like as research, marketing, politics views, psychology, etc.

Questionnaire

A questionnaire may be a sheet of paper containing questions concerning to containing specific aspects, regarding which the researcher collects the info. Due to their flexibility, the questionnaire method is far and away the foremost common instrument to collect primary data. The questionnaire is given to the respondents to be filled up. The questionnaire consists of a spread of questions presented to the workers for the responses.

Methods of Data Collection

Primary Data: The info has been gathered through interaction and discussions with the executives within the division. A number of knowledge had been verified or supplement conduction Personal with observations.

Secondary Data: The secondary data was obtained from annual reports and other magazines published by the corporate, internet, newspaper and internal records are used for collecting the specified information

Statistical Tools Used

For the analysis of the info and its interpretation, various tools of research were used.

- Percentage Analysis
- Chi-square analysis

Percentage Analysis

If refers to a special quite ratio, percentage are used in making comparison between Two (or) more serious of knowledge. Percentage is used to figure work determine relationship between the extreme of knowledge. Finding the relative difference becomes easier through percentage. It's expresses as,
Percentage = (No of respondents / total value) × 100

Chi-Square Analysis

Pearson's chi-squared test is used to figure out determine whether there's a statistically significant difference between the expected frequencies and thus the observed frequencies in one or more categories of a contingency table.

The χ^2 test was first employed by Karl Pearson within the year 1980. The number χ^2 describes the magnitude of the discrepancy between theory and observation. It's calculated using

$$\chi^2 = \sum[(O_i - E_i)^2] - E_i^2$$

Where, refers to the observed frequency & to the expected frequencies. χ^2 was used as a test of independence and goodness of fit.

Table 1: Analysis on Experience of the Respondents

S. No	Particulars	No of Respondents	Percentage
1	Less than 1 year	27	22
2	1-5 year	53	42
3	5-10 year	21	17
4	Over 10 year	24	19
	Total	125	100

Inference: The above table discloses that 22% of respondents are less than 1 year of experience, 42% are having experience between 1-5 year 17% of respondents having between 5-10 years, 19% of respondents having over 10 year experience.

Table 2: Analyses on Delivery Activity of Department of Respondents

S. No	Particular	No of Respondents	Percentage
1	Very High	70	67
2	High	53	31
3	Medium	2	2
4	Low	0	0
5	Very Low	0	0
	Total	125	100

Inference: From above the table that it is inferred that 67% of respondents are very high and 31% of respondents are high and 2% of respondents are medium on delivery activity of department in company

Chi Square Tests

Chi-Square Tests			
	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	138.214 ^a	6	.000
Likelihood Ratio	141.090	6	.000
Linear-by-Linear Association	79.056	1	.000
N of Valid Cases	125		
a. 3 cells (25.0%) have expected count less than 5. The minimum expected count is 2.86.			

Inference: The tabulated value of P- value (0.00 0) is lesser then 5 % (0.05) of level of significance hence null hypothesis is rejected. It conclude that employee experience is dependent on delivery activity of department of respondents

Table 3: Analyses on Transfer Information to Suppliers through Internet of Respondents

S. No	Particulars	No of Respondents	Percentage
1	Very High	70	56
2	High	30	24
3	Medium	25	20
4	Low	0	0
5	Very Low	0	0
	Total	125	100

Inference: From above the table that it is inferred that 56% of respondents are very high and 24% of respondents are high and 20% of respondents are medium in transfer information through internet in the company

Table 4: Analyses on Quick Ordering System of Respondents

S. No	Particulars	No of Respondents	Percentage
1	Very High	70	56
2	High	25	20
3	Medium	30	24
4	Low	0	0
5	Very Low	0	0
	Total	125	100

Inference: From above the table that it is inferred that 56% of respondents are very high and 20% of respondents are high and 24% of respondents are medium on quick ordering activity of department in company

Findings of the Study

- 77% of respondents are male
- 42% of respondents are 1-5 years’ experience in the company
- 44% of respondents are close partnership with supplier
- 72% of respondents are supply chain benchmarking used in the company
- 100% of respondents are separate logistics department
- 69% of respondents are very high in clarity on logistics strategic plan
- 59% of respondents are MRP technologies in our company
- 50% of respondents are independently and 50% are together in organization
- 72% of respondents are clear goals on organization
- 73% of respondents are production department involved in new product design development
- 95% of respondents are high in buyer supplier relationship in company
- 52% of respondents are very high in delivery activity of the department
- 72% of respondents are SCM department having

- sufficient transportation
- 49% of respondents are after sales and services support with customer
- 89% of respondents are offer service to the customer
- 78% of respondents are operational activates to boost the production
- 56% of respondents are information through internet
- 56% of respondents are quick ordering system

Suggestions

- To give offer suggestions and improve the supply chain management in the industry.
- To improve the timely delivery of materials, transportation, logistics and distribution.
- To improve performance in relationship with customer and suppliers understanding the customer needs and customer satisfaction.
- Implementation of customer feedback form half yearly.
- Computer simulations have become areally useful very useful gizmo (tool) for supply chain management.

Conclusion

In this study a company’s supply chain stretches from the factory where its products are made to the point the products are in customer hands Supply chain management is an important part of every organization as it is improve effectiveness efficiency management of resources managing suppliers requires much detailed logistics data and management information this industry would continue to see growth due to consumers welcoming brand and quality products.

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